

Client:
Campaign:
Date:
Reporting:

Food Standards Scotland
Summer Food Safety
18/07/2016
17/06/2016 - 14/07/2016

YouTube						
Ad Group	Impressions	Views	View Rate (%)	CPV	Cost	YouTube Earned Views
Grand Total	371,275	106,484	[Section s.33(1)(b)]			
Video Length						
	Impressions	Views	View Rate (%)	CPV	Cost	YouTube Earned Views
20 secs	111,636	39,577	[Section s.33(1)(b)]			
60 secs	239,639	66,907				
Grand Total	371,275	106,484				
Targeting						
	Impressions	Views	View Rate (%)	CPV	Cost	YouTube Earned Views
Interests	251,394	76,861	[Section s.33(1)(b)]			
Keywords	44,595	12,621				
Topics	75,286	17,002				
Grand Total	371,275	106,484				

COMMENTS

- 20 second videos have driven a higher View rate (Number) than the 60 second video (Number)
- 60 second videos earned a greater volume of Earned Views, where someone who views on of our ads goes on to view something else on the YouTube channel, with 0.66% of views on the 60 seconds resulting in an Earned view compared to 0.58% for the 20 second videos
- Interests proved the strongest targeting method, driving the highest view rate for the Joint-lowest CPV
- Interests also drove 81% of Earned Views against 72% of ad views, with the lowest cost per Earned View (Cost) of any targeting method

Facebook Display											
Format	Impressions	Reach	Frequency	CPM	Unique Clicks	Unique CTR	Cost-Per-Click	Page Likes	Post Shares	Post Likes	Spend
Carousel	511,782	[Section s.33(1)(b)]									
Promoted Posts	1,753,779										
TOTAL	2,265,561										

Instagram											
Format	Impressions	Reach	Frequency	CPM	Unique Clicks	Unique CTR	Cost-Per-Click	Page Likes	Post Shares	Post Likes	Spend
Carousel	105,679	[Section s.33(1)(b)]									
TOTAL	105,679										

Facebook Canvas											
Format	Impressions	Reach	Frequency	CPM	Unique Clicks	Unique CTR	Cost-Per-Click	Page Likes	Post Shares	Post Likes	Spend
Canvas 1	205,722	[Section s.33(1)(b)]									
Canvas 2	172,824										
TOTAL	378,596										

Video												
Format	Impressions	Reach	Frequency	CPM	Unique Clicks	Unique CTR	Cost-Per-Click	Video Views	Cost-Per-Video View	Page Likes	Post Shares	Spend
Facebook	360,281	[Section s.33(1)(b)]										
Instagram	325,849											
TOTAL	686,130											

COMMENTS

- Carousel Ads are so far proving more successful than Promoted posts in driving engagements, with [Number] of impressions resulting in a unique user click compared to just [Number] for the Promoted posts.
- Promoted Posts are however managing to drive much cheaper exposure, with [Number] lower than Carousels and a CPC [Number] lower than Carousels
- The Canvas activity performed well in terms of engagement, driving a CTR of [Number], considerably better than the Carousel or Promoted Post activity at a lower CPC.
- The video activity has so far driven 113,788 video views across Facebook and Instagram, with Facebook delivering a higher view rate at a lower cost per view, though Instagram has seen a lower frequency of ad delivery to the same user